

## Message Text

UNCLASSIFIED

PAGE 01 TOKYO 00343 090943Z

22 10

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W

----- 030394

P R 090831Z JAN 76

FM AMEMBASSY TOKYO

TO USDOC USTS

INFO SECSTATE WASHDC 5970

UNCLAS TOKYO 0343

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: WEEKLY HIGH-LIGHT

JW-6-396 USTS/FEC HAS NEGOTIATED AN AGREEMENT WITH JAPAN'S NET-TV NATIONWIDE COMMERCIAL TELEVISION NETWORK FOR PRODUCTION OF A ONE-HOUR SPECIAL PROGRAM BASED ON THE JW-33 SNOWPLAY USA THEME TOUR FEATURING WINTER SPORTS, RECREATION AND FESTIVE EVENTS. FILM CREW WILL VISIT U.S. IN FEBRUARY. TITLE OF THE PROGRAM WILL BE "SNOWPLAY, USA." THE INITIAL TELECAST WILL BE WORTH DOLS100,000 AND BE SHOWN TO 3 MILLION VIEWERS ON MARCH 20, A JAPANESE NATIONAL HOLIDAY, AT PRIME TIME WITH A POSSIBLE RETELECAST SCHEDULED FOR NEXT NOVEMBER. TO CONTINUE DEVELOPMENT OF EMERGING MARKET DEMAND FOR WINTER SPORTS TOUR PACKAGES TO U.S. MAINLAND.  
HODGSON

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** TRADE PROMOTION, TOURISM, TELEVISION BROADCASTING  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 09 JAN 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1976TOKYO00343  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D760008-0162  
**From:** TOKYO  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1976/newtext/t19760169/aaaacjws.tel  
**Line Count:** 40  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Page Count:** 1  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** castelsl  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 12 JUL 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <12 JUL 2004 by barnescd>; APPROVED <18 AUG 2004 by castelsl>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
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EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** WEEKLY HIGH-LIGHT JW-6-396 USTS/FEC HAS NEGOTIATED AN AGREEMENT WITH JAPAN'S NET-TV  
**TAGS:** ETRD, JA, US  
**To:** COM  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006